

Ashland's Mineral Springs Project

By Bert R. Greer, Chairman
Ashland Mineral Springs
Water Commission.

The Rogue River Valley is destined soon to become famous for her mineral waters, as she has long been for her deciduous fruits.

Nature has placed, in the vicinity of Ashland, flowing from her hill-sides and the cleft banks of mountain streams, about forty mineral springs, gaseous and radio-active, of marvelous healing power and high mineral constituents combined and

other American waters for medicinal use is at once apparent.

Last June the city of Ashland voted a bond issue of \$175,000 for the further development and utilization of its five springs, in its new Lithia park, comprising sixty-seven acres, just above its present Plaza park. A magnificent water temple, the finest of its kind in America, will be at once constructed and the park developed to a high degree of beauty and comfort. Band concerts afternoon and evening will be a feature of entertainment after the first of June. Plans are now under way for a fine, new, modern tourist hotel to cost about \$150,000 complete, with broad verandas and the last word in appointment and service, and a modern water cure sanitarium, under direction of skilled physicians.



GEORGE A. BRISCOE

Superintendent of the city school system. Through his efforts in bringing the Ashland schools to a high standard, our schools have won statewide reputation.

mortared in her own secret laboratory. These are scattered within a radius of twelve miles, and are privately owned and held at high values although little developed.

It had long been recognized that these mineral waters were Ashland's greatest resource, but private capital is timid and few of them have been practically utilized.

About a year ago mineral water development was started as a municipal enterprise. Search was made and five new springs were discovered by the city and are now owned by it; one of lithia, carrying higher lithia content than any other natural mineral water in the world, save one; another of iron, magnesia and soda; one of sulphur, 100 degrees thermal; one of soda and lithia combined and one of carbon dioxide gas. Besides these sulphur springs, both cold and thermal, abound within the city limits. Two of them have been utilized for years for bathing and drinking purposes, and well appointed natatoriums, comprising both swimming pools and hot tub and shower baths, have been in successful operation.

Besides mineral waters this region abounds in carbon dioxide gas springs. These gases have been utilized in baths at European spas with splendid results in the treatment of heart diseases, gout and eczema. Ashland waters have proven beneficial as well, taken internally, for stomach and kidney affections, and the sulphur and gas baths have many rheumatic cures to their credit.

Analyses and careful comparison, both as to mineral components and practical results, prove Ashland waters to be not inferior, if not superior, for curative use to the waters of Bad Neuhelm, Kissengen and Carlsbad. The combination of highly



F. L. CAMPS

For many years a photographer in the city, but now has forgotten everything except the beauties and usefulness of the Ford autos, for which he is the local agent.

mineralized water and carbon dioxide gas, especially waters classed as alkaline, is now recognized as par excellence in the treatment of diseases, both internal and external. When it is remembered that but one eastern spring carries carbon dioxide gas the superior value of Ashland over all



G. W. MILAM

Principal of the East Side school, having held that position for years. He holds an elevated place as a booster as well as an educator.

The plan of operation in force at Carlsbad, Austria, will be followed here.

An attractive feature of the park development is a free automobile camp ground, with sanitary appointments, cooking ovens, free wood and all the conveniences that make camp life pleasurable.

A number of attractive scenic drives, with long, safe curves and easy grades, are laid out along the bluffs of Ashland canyon, one of them semicircling the city for fifteen miles. The splendid example in permanent road construction set by the Jackson county court in reducing the grade on the Pacific Highway over



CHARLES H. HAST

Manager of the Ashland Vulcanizing Works, located at the Park Garage. He is a new resident, but, to judge by his interest in civic welfare, is a booster.

the Siskiyou summit will be followed in this new development.

Lithia Park Drive, so-called by reason of it entirely encircling the park, where the mineral water flows, reaching high elevations by almost imperceptible grades, until it overlooks dancing Ashland creek, as well as the whole park, with its bubbling fountains, its broad walks and multitudinous flower colorings, will prove a most charming evening drive, for the whole park will be lighted by a scientific system of electric illumination. This drive will be met at the main Plaza, in the heart of the business section of the city, thence following up Ashland creek for about one thousand feet to the main entrance of Lithia park and passing under a magnificent arch, worked out on Swiss design, will circle to the right of the main water temple, around a pretty lagoon and wind through the park—skirted on the one side by timber and on the other by beautiful stretches of greensward and flowers—to the lake near the upper park limits; thence around the lake on a broad gravel beach; thence

across a wide rustic bridge over Ashland creek, through the automobile camp ground to return over the heights, by water grade, the exit being on First street, at the First National Bank corner.

At the right of this drive, near the lake, tennis courts will be laid

of superb beauty aspect, appealing strongly to aesthetic natures and quieting to sensitive nerves.

Marble Halls of Oregon

(Continued from Page Twelve.)

ter everywhere is dripping and glistening like diamonds at the tip of every feather. Let the reader pause and contemplate. Two miles under a vast mountain; more than a thousand feet of rock and earth above you, in this circular chamber, so high that the ceiling cannot be seen, reminded of angels by the pure white, wonderful architecture inexpressible

nature, and there are in them many wonderful corridors, chambers and halls that have not been described, neither have all the passages been yet explored, and in the judgment of many there has only been disclosed a small part of their proportions and beauty.

Coupled with these wonderful caves everywhere surrounding them is a country of scenic beauty, of mountains, forests, canyons and cliffs on a gigantic scale. Geologically it is one of the oldest formations on the American continent and shows extreme transformation.

Visit Sunny Southern Oregon.



Off for Mount Ashland, "where skeeving is good." A short burro trip through magnificent scenery.



FELIX E. MOORE

Principal of Ashland high school, and the right man in the right place.

out, and near these children's playgrounds, equipped with the latest paraphernalia for the pleasures of youth, and near the entrance amusement concessions, from the income of which the music and light fund will be supplied.

The Ashland mineral water and tourist resort development, although but fairly begun, not to be completed before the middle of this year, is already attracting widespread attention, and the great Southern Pacific

with silence, where millions of years of darkness has held undisputed sway, no sound save the soft drip, drip, drip of water. Let your thoughts drift back to the time when this was one vast ocean, when the deposits of lime were being formed upon its bed, where the denizens of the deep once played, forms of life long since extinct, and of the time when this great mountain has risen above the surface of the ocean. These caves are wonderful, beautiful, in-



W. H. GOWDY

Ex-councilman and reliable real estate and loan agent.

Our Sunset Skies

One other feature which seems to crown nature's lavish display with glory—to cast over all a mystic splendor—is our western sky at sunset. Cloud ranged in graceful lines and tinted with soft, warm colors not to be reproduced on the artist's palette, lie above the horizon, bathed in the mellow light of the descending sun. Now they glow in the splendor of dazzling crimson, now they catch the gold of the sun, now they reflect the prismatic scale and slowly fade, as the day dies and twilight casts its shadow over all. The hills seem transfigured in the glory of the clouds, and with the purple haze upon the mas a benediction, they too fade as twilight dies into night.

It is no small thing to be privileged to view such sunsets as these. We read with enthusiasm of the sunsets on Puget Sound, on San Francisco Bay, of the glorious afterglow on the summit of the Alps, and yet in our own home city the western skies at sunset offer a display unexcelled by any other.

What more pleasant than to wander along the banks of pure crystal streams, drinking in the odor of native flowering shrubs?

The sighing of the pines brings happiness and health.

The Springs Are Coming, Hurrah! Hurrah! Hurrah!

(By Elizabeth Yockey.)

You ask, "Are the springs coming into the town?"

Well, we should say, they'll bring us renown.

They're more to this valley than grain, fruit or meat;

You may search the world over—they're hard to beat.

God put them here when He made these hills;

(We think He gave them instead of pills).

But you can have the pills, if you want them, too—

'Tis hard to tell all the water may do.

'Twill cure rheumatism, dyspepsia, gout;

'Twill drive most all pains and diseases out;

For asthma and throat and that sort of ills,

Or for liver troubles, you will need no pills.

The kidneys and stomach it cures complete;

For bathing—well, now, it just can't be beat.

And the climate's just right here—so we are told—

Summers pleasantly warm, winters healthfully cold.

We grow best things to eat that are known, low or high;

And another good thing is, our Oregon's dry.

And the scenery—that cut's a figure, too;

You gaze and gaze and wish others might too.

You cannot but admire, in both daylight and dark—

Nature made of this vale a garden and park.

There are streams and forests where game abound,

And sun-kissed mountains we see around.

'Tis a spot where the elfins and fairies play—

Play summer and winter, by night and by day.

Just come, though you're distant many a mile;

Bring your sick friends and neighbors, they'll soon wear a smile.

And remember the place, as these lines you peruse—

'Tis Ashland, the Gem of the Siskiyou.

Splendid Land Donations

In working out the plans for park development in connection with the springs development it was found



G. S. BUTLER

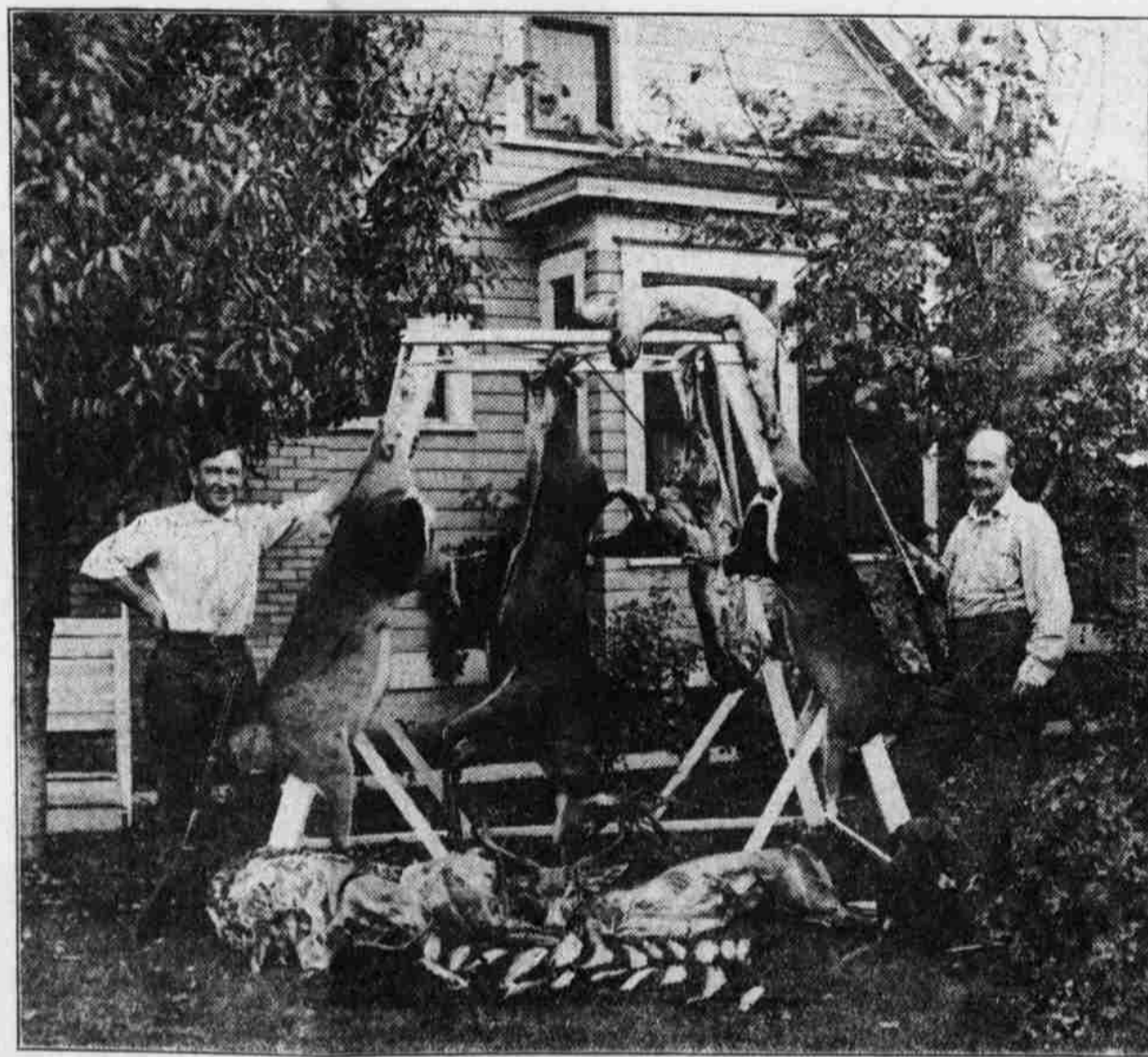
One of the first if not the first male child born in Jackson county. Ex-councilman and ex-mayor. President of State Bank of Ashland.

necessary to acquire title for the city to a number of privately owned tracts adjacent to the park proper. Among the tracts needed was one owned by Messrs. G. S. Butler and D. Perozzi, valued at about \$3,000, which they voluntarily donated to the city, upon which will be constructed a beautiful mineral water fountain.

This act upon the part of these two public-spirited citizens resulted in a land donation from the California-Oregon Power Company of a like amount of ground adjacent to the park and free power for three pumping systems, besides influencing other citizens owning land necessary to the development to offer it to the city at greatly reduced prices. Never, in the history of the city, has there been any advance proposal that has met with such enthusiastic and unanimous support, issues in relation to it being submitted to elections by the people having carried by five to one.

And the good spirit of Messrs. Butler and Perozzi, coming in the early stage of the development, and from two of the city's biggest taxpayers, had much to do with the confidence inspired in other citizens.

Home of health and red apples.



Fruits of the chase Antlered beauties are often seen within two miles of Ashland; cougar and wildcats abound and bear is a frequent trophy of the hunt.

Railroad Company has put the full force of its national advertising system behind the enterprise.

Ashland environment presents a natural charm not often met with in European tours, for it combines, in a bewitching degree, both rugged mountain and quiet pastoral scenes, not awe inspiring like the Alps, but

structive beyond description and should be set aside as a national park by the government and improved in such a way that people of this generation and future generations could see the work of the Supreme Builder of the universe.

The foregoing is only a meagre description of this wonderful work of

The Tidings is indebted to Chester Stephenson, the kodak artist, for many of the beautiful and artistic views produced in this edition. As a Judge of the beautiful in nature Mr. Stephenson has but few equals and his photos are complete in every detail.